

# Whole Brain Leadership Focus

**WHAT business outcomes should you be focusing on for today's need and tomorrows?**



*Research  
Need Analysis  
Technical Issues/Specs  
Measurement Metrics  
Objectives*

ROI, Business Objectives  
Technology Issues

**Focus on Purpose**

**A**

**WHY is this relevant and critical for success? How does this support your strategy as an organisation?**



*Strategy  
Global View of Process  
Conceptual Framework  
Innovative Applications*

Strategic Objectives/  
Future Outcomes

**D**

**Focus on Possibilities**

**Focus on Process**

**B**



Implementation  
Management Process

*Pre-test/Post-test  
Tracking  
Process Management  
Checkpoints and Timelines*

**HOW will you most efficiently roll out, measure and track your progress?**

**C**

**Focus on People**



Customer/Learner Motivation  
Facilitator Needs

*Communication  
Buy-in by learners and leaders  
Facilitation/Development staff  
User support*

**WHO is your target audience and pipeline?  
What are their different needs and concerns?**